



**December 11th, 2014**

**5:00-6:30PM**

***Whittemore Robbins House***

**In Attendance:**

**Adults:** Colleen Leger – Director of AYCC, Ivy Laplante-AYHSC Director, Karen Dillon – Youth and Outreach Coordinator AYHSC, Steve Porciello– Arlington police dept, Carlene Newell – elementary health educator, Kathy Hirsch – Guidance at AHS, Cindy Bouvier – AHS administration, Joe Curro - Selectman, Marissa Fimiani

**Students:** Cooper Schoenthaler– AHS Sophomore

**I. Welcome**

**Introductions** -Teen Advisor and community members all introduced themselves and their role

**II. Old Business**

**November meeting minutes:** Karen Dillon moved to approve, Carlene Newell seconded. All approved the minutes from our November meeting.

**III. Project updates**

**CHNA 17 Grant update**-Karen Dillon reported on a grant that has been awarded to the Coalition from the Community Health Network Area 17 (CHNA 17). CHNA 17's mission is: *to promote healthier people and healthier communities by providing a forum to identify, prioritize, collaborate, design and track local and regional health promotion strategies and to tell the stories of lessons learned.*

AYHSC was awarded the CHNA grant to support the AYHSC Teen Outreach and Advisory Project. Karen Dillon will working with our teens and be the lead and managing this grant initiative.

**BAGLY (Boston Area Gay and Lesbian Youth) update**-Anna Watson was not present and will report on this at a future meeting.

**DFC (Drug Free Community) Training update-**Ivy and Collen traveled to Washington, D.C. on December 8-10th to participate in a National training presented by SAMSHA.

Both Ivy and Collen described a helpful training that provided a clear national picture of substance abuse reduction efforts.

Some key points:

Tobacco prevention is targeting high risk youth, Campaigns are by youth for youth.

see:<http://therealcost.betobaccofree.hhs.gov/>

Population research was conducted on ad campaigns (which are clearly targeted toward youth)

Interesting presentation on marketing and youth. What prevention and outreach is actually effective? Social norm campaigns are not always effective as a stand alone. Larger policy issues have a greater impact including alcohol taxation. The companies that have the most money have big appeal. Target new users, and new users are young users. Suggest using alcohol commercials as a teaching tool.

Responsible beverage server training is effective only if managers are trained too.

Ivy spoke about points covered in the social media break out trainings and learned a great deal in those sessions.

**Action Item:** Colleen and Ivy will assemble key points from the training and present these to the coalition in the future.

**Coalition Action Plan:** This presentation by Ivy is postponed until we have more members present.

#### **IV. Teen Agenda updates**

**Youth Orientation meeting:** Will take place on December 22, 2014 in the Guidance classroom at Arlington high School at 2:30pm

**Youth Facebook Page:** We currently have a facebook page for youth advisors. It's a closed group and Karen is the administrator/moderator. Talk about using Hoot Suite once we launch a Twitter and Instagram Account to link all three.

**Project Purple Week:** Is taking place the week of January 26th. We will talk with Youth Advisors about a way to acknowledge the event most likely with a day focused on Project Purple outreach.

**Youth Agenda Item:** Cooper talked about his experience transferring from a small private high school to a AHS.

#### **Meeting Adjournment**

Next Coalition Meetings- at 5:30-Whittemore Robbins House  
January 15<sup>th</sup>, 2015